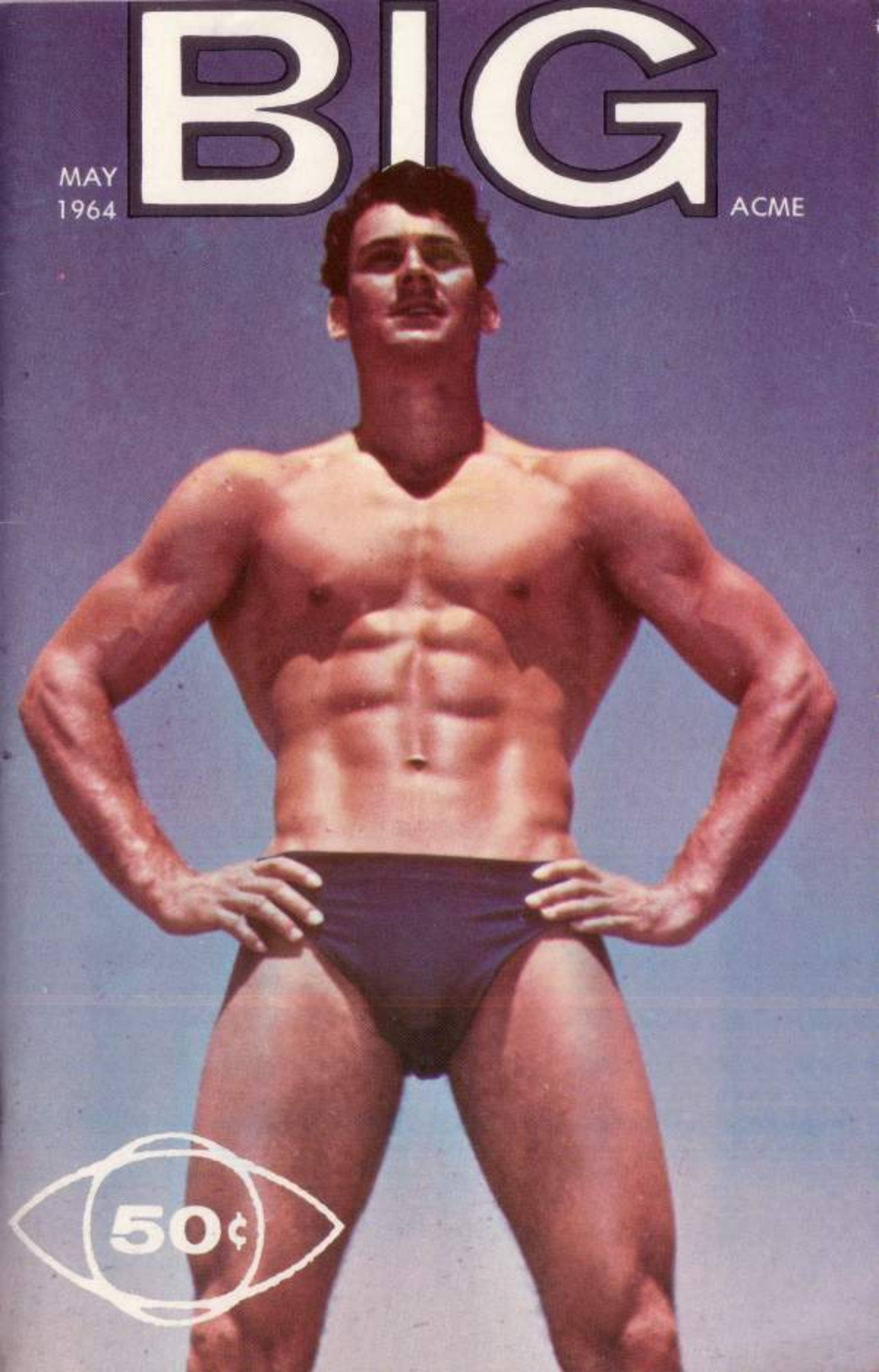
BIG

MAY
1964

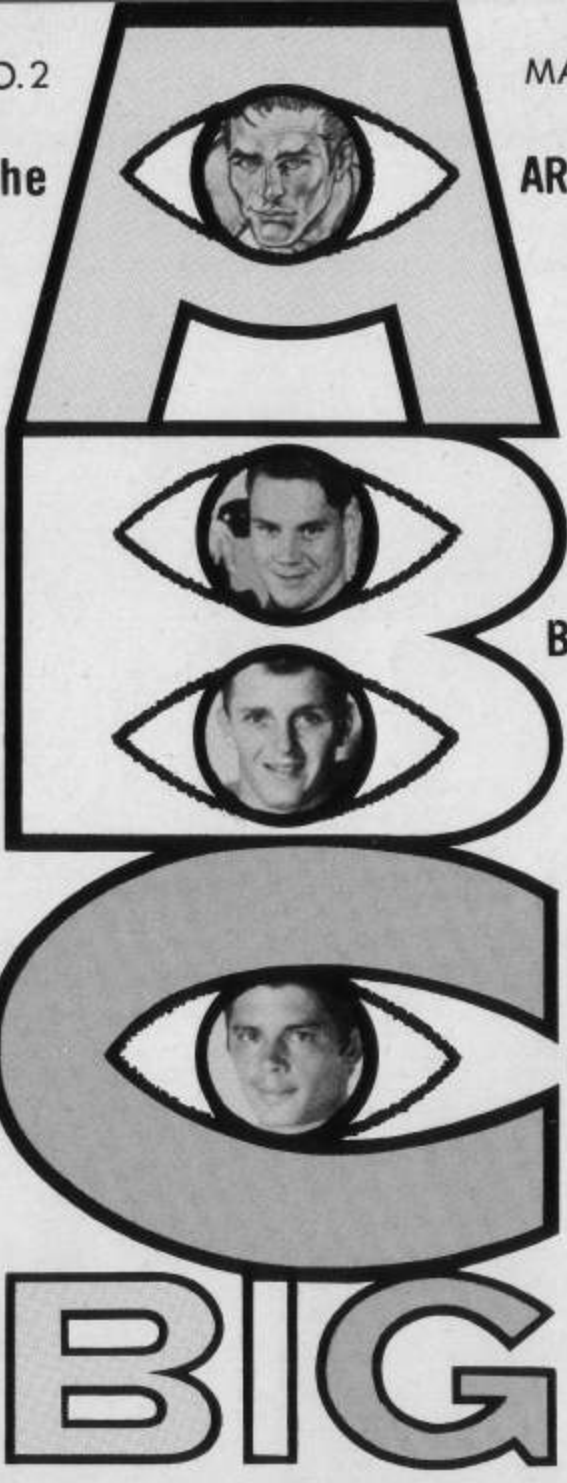
ACME



50¢

TAKE A STANCE WITH LANCE — Young, muscular **LANCE YORK** is a star line-man on his college football team. His buddies set them up and he knocks them down.

VOL. 3, NO. 2 MAY 1964

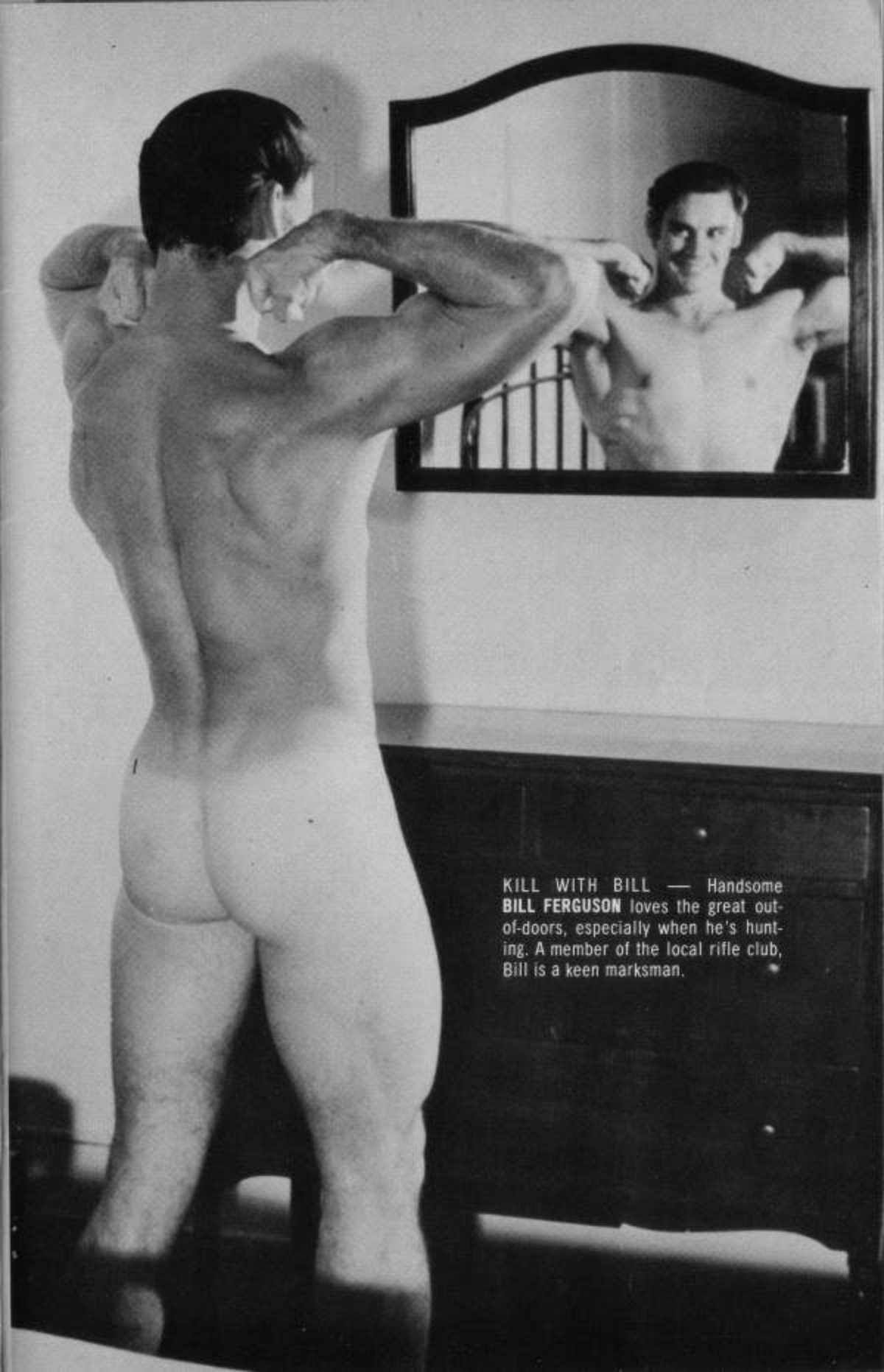


BIG's point of view should serve to inspire the young men of this nation to keep physically fit through healthful indoor and outdoor activity.

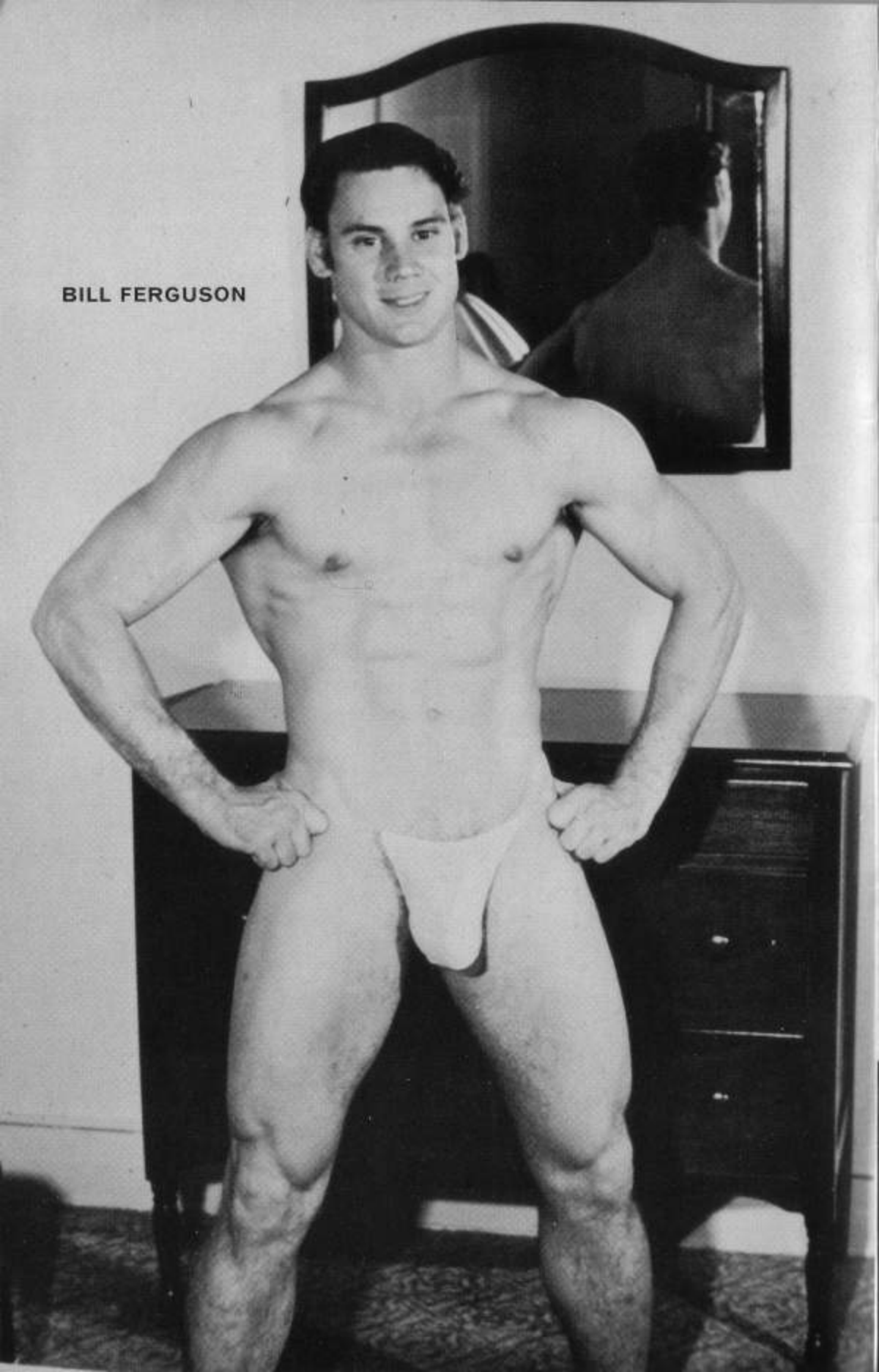
BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are $6.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add $2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

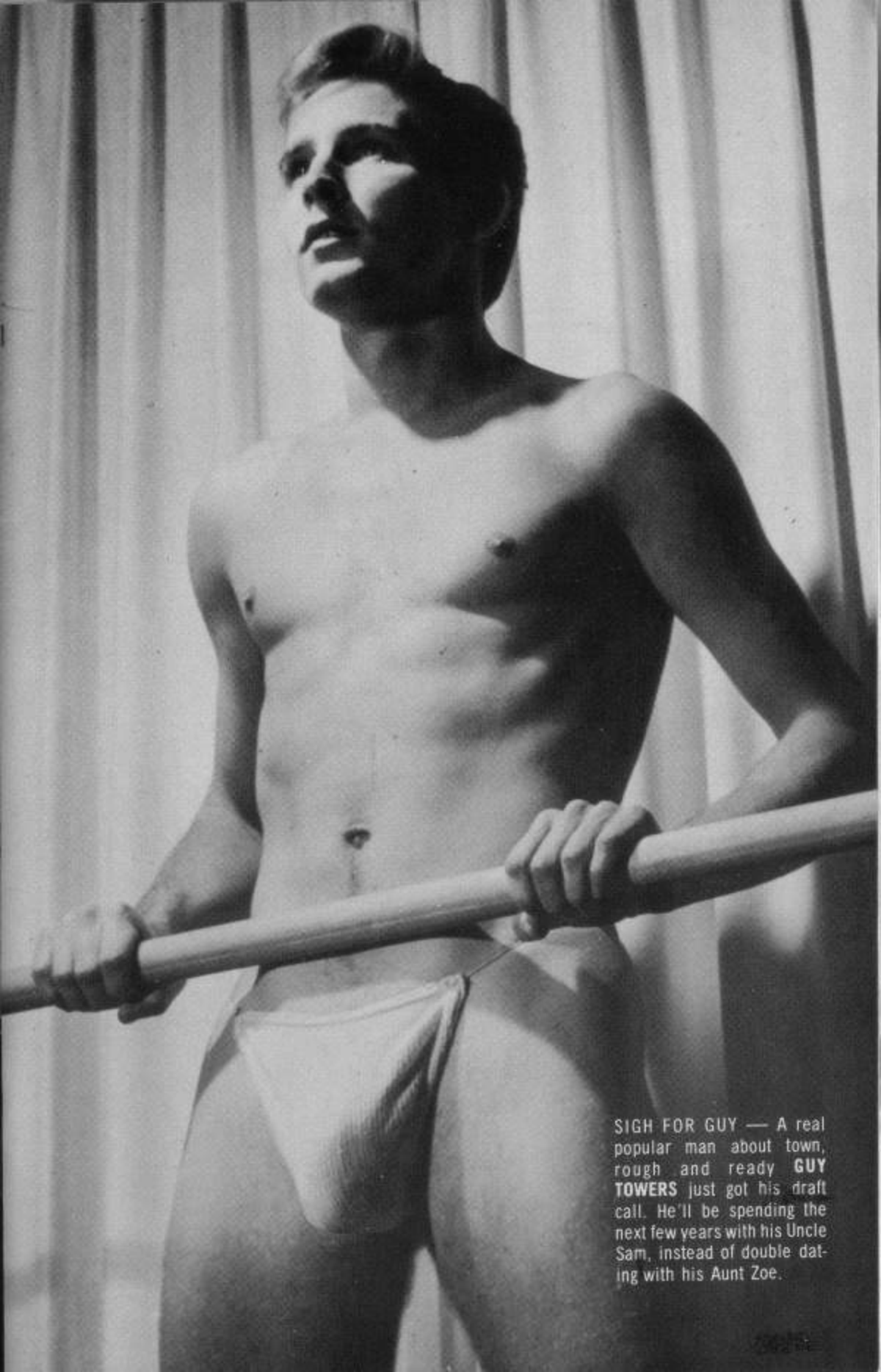
All BIG rights reserved under International and Pan-American Copyright Conventions.

© 1964 by Waljim Enterprises, Inc. Printed in United States of America.



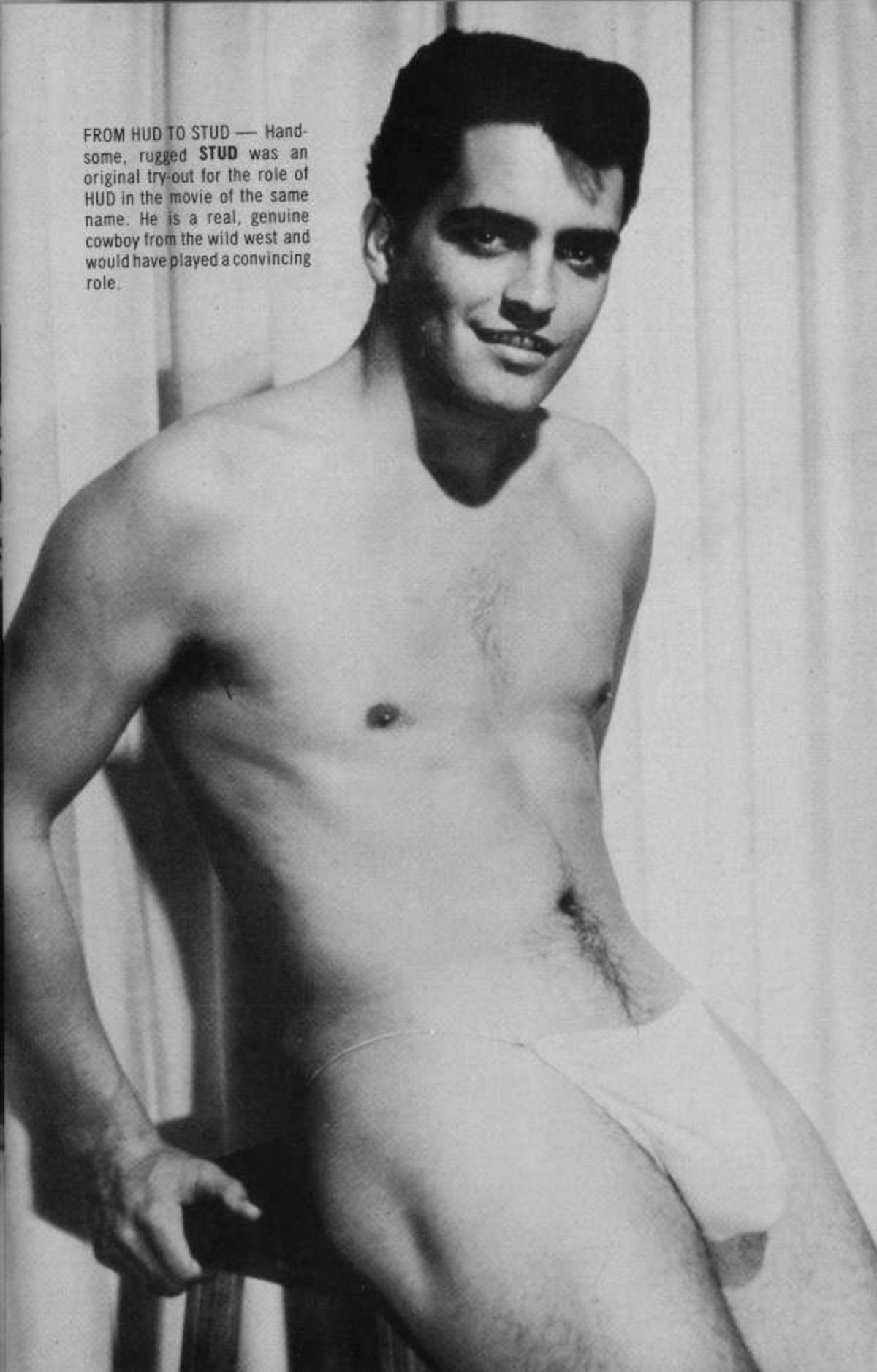
KILL WITH BILL — Handsome **BILL FERGUSON** loves the great out-of-doors, especially when he's hunting. A member of the local rifle club, Bill is a keen marksman.


BILL FERGUSON

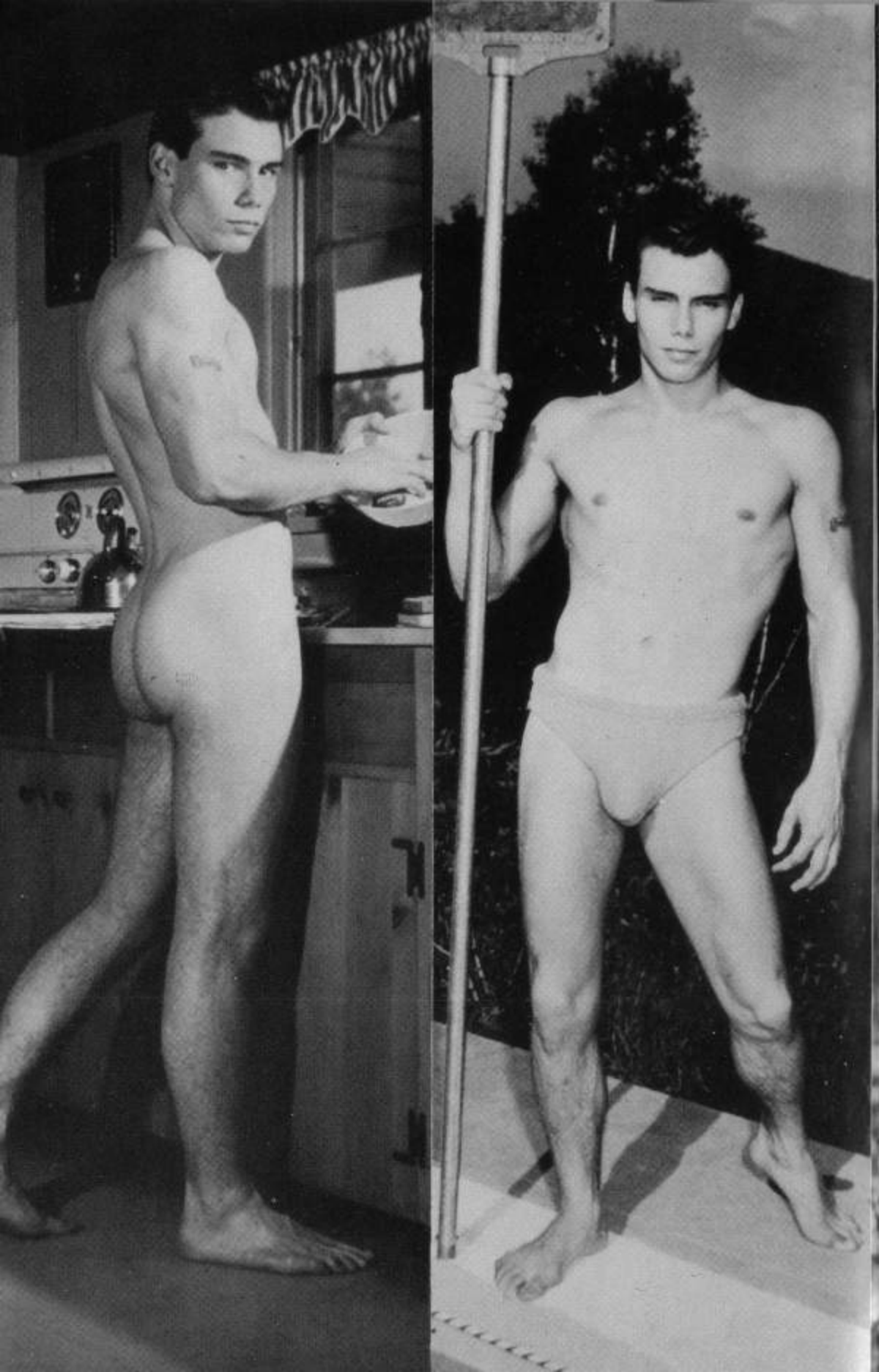


SIGH FOR GUY — A real popular man about town, rough and ready **GUY TOWERS** just got his draft call. He'll be spending the next few years with his Uncle Sam, instead of double dating with his Aunt Zoe.

VIGOR AND VIM IS JIM — ACE MODEL **JIM STRYKER** keeps in top trim with his daily and careful exercising. A model since his sixteenth birthday, Jim is a real pro's pro.

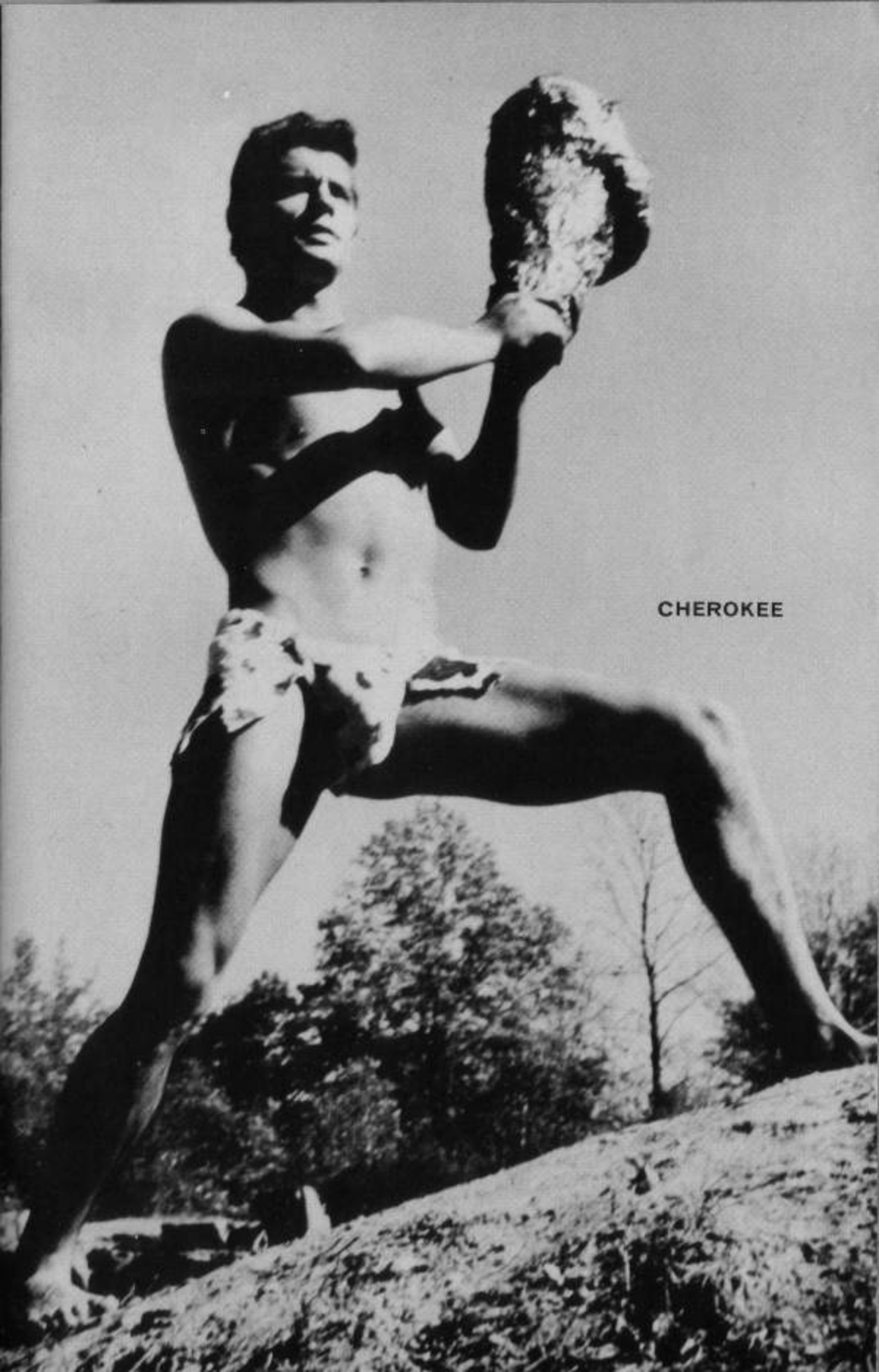


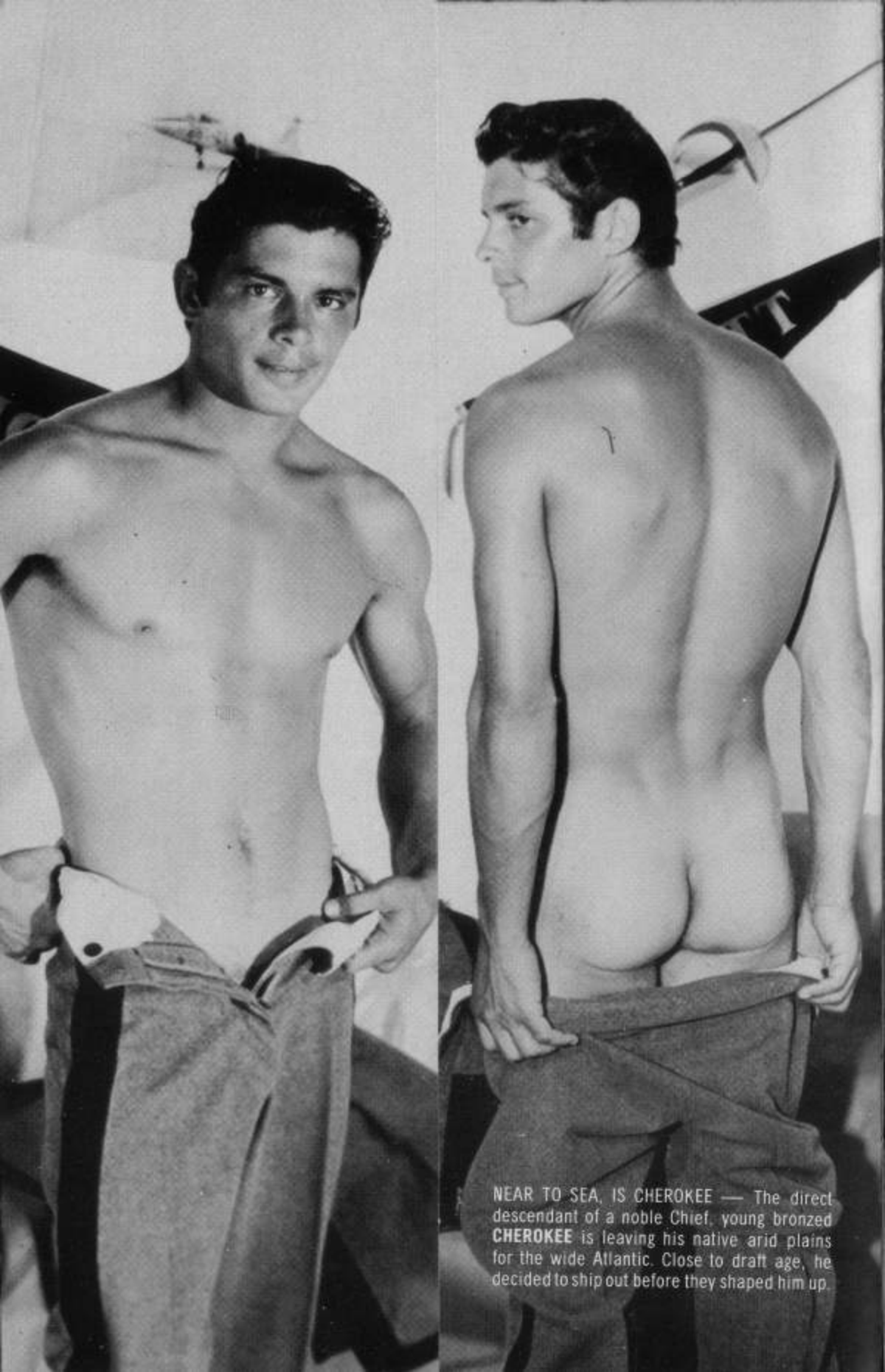
FROM HUD TO STUD — Handsome, rugged **STUD** was an original try-out for the role of HUD in the movie of the same name. He is a real, genuine cowboy from the wild west and would have played a convincing role.



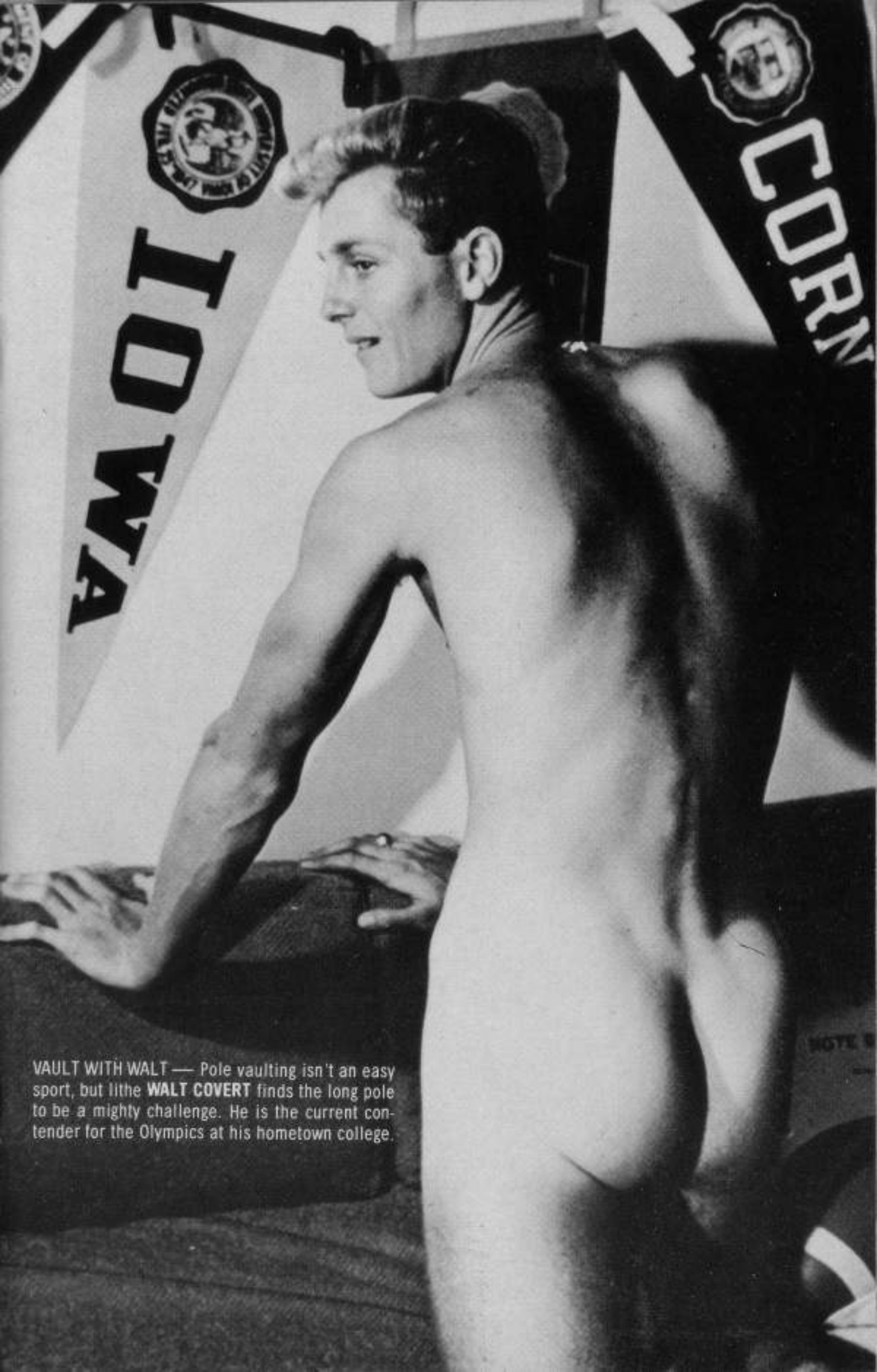
JAUNTY MONTE — A jovial lad is **MONTE HANSEN.** Tall, lanky Monte, a cadet at an Air Academy, was voted most likely to bail out in times of stress.

IT'S METERS FOR PETERS — 17 year old **NOEL PETERS** has his sights set on becoming an Engineer and from Meters to Inches, Calculus to Trig; it all adds up to a great career.

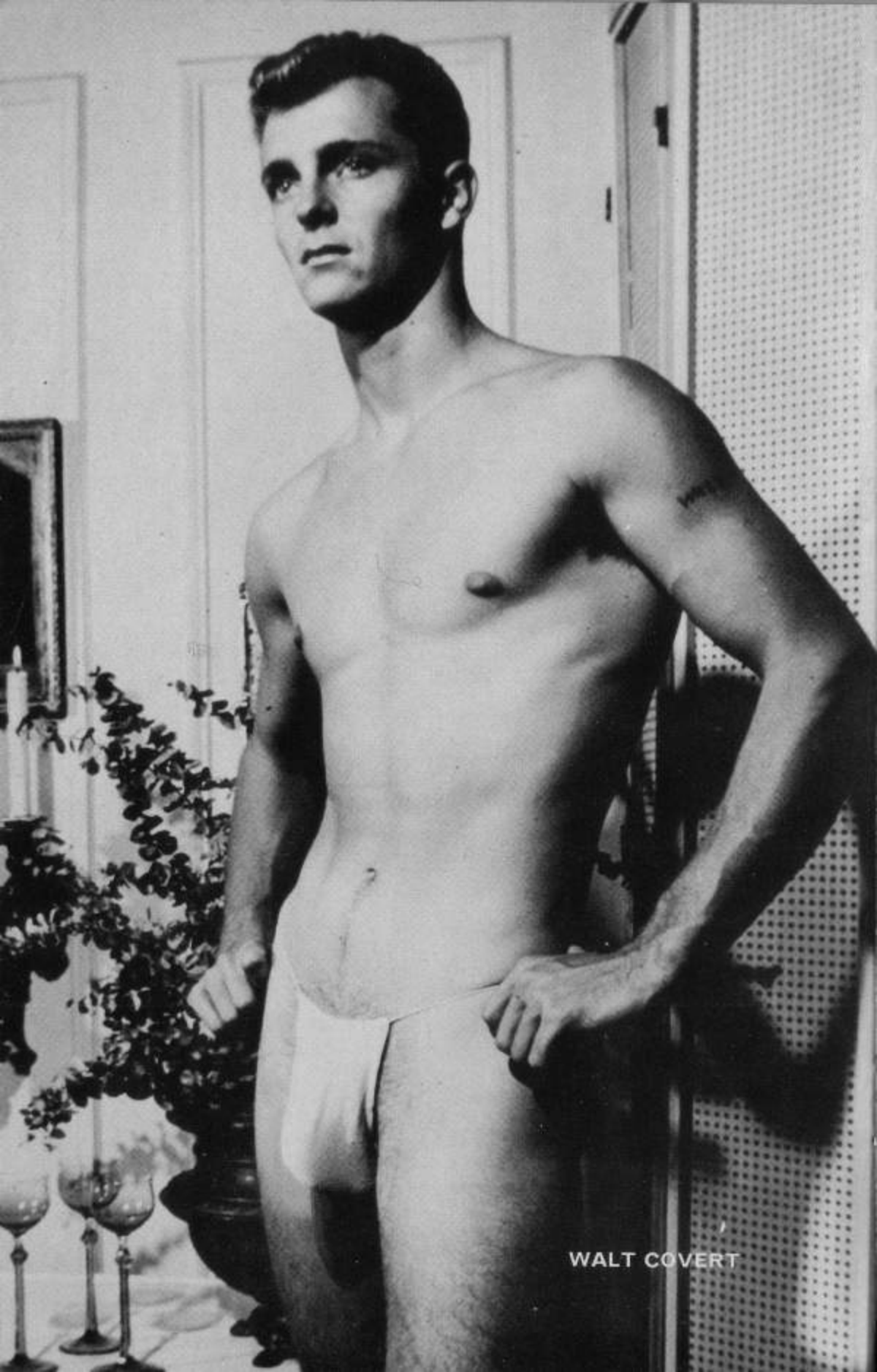

CHEROKEE

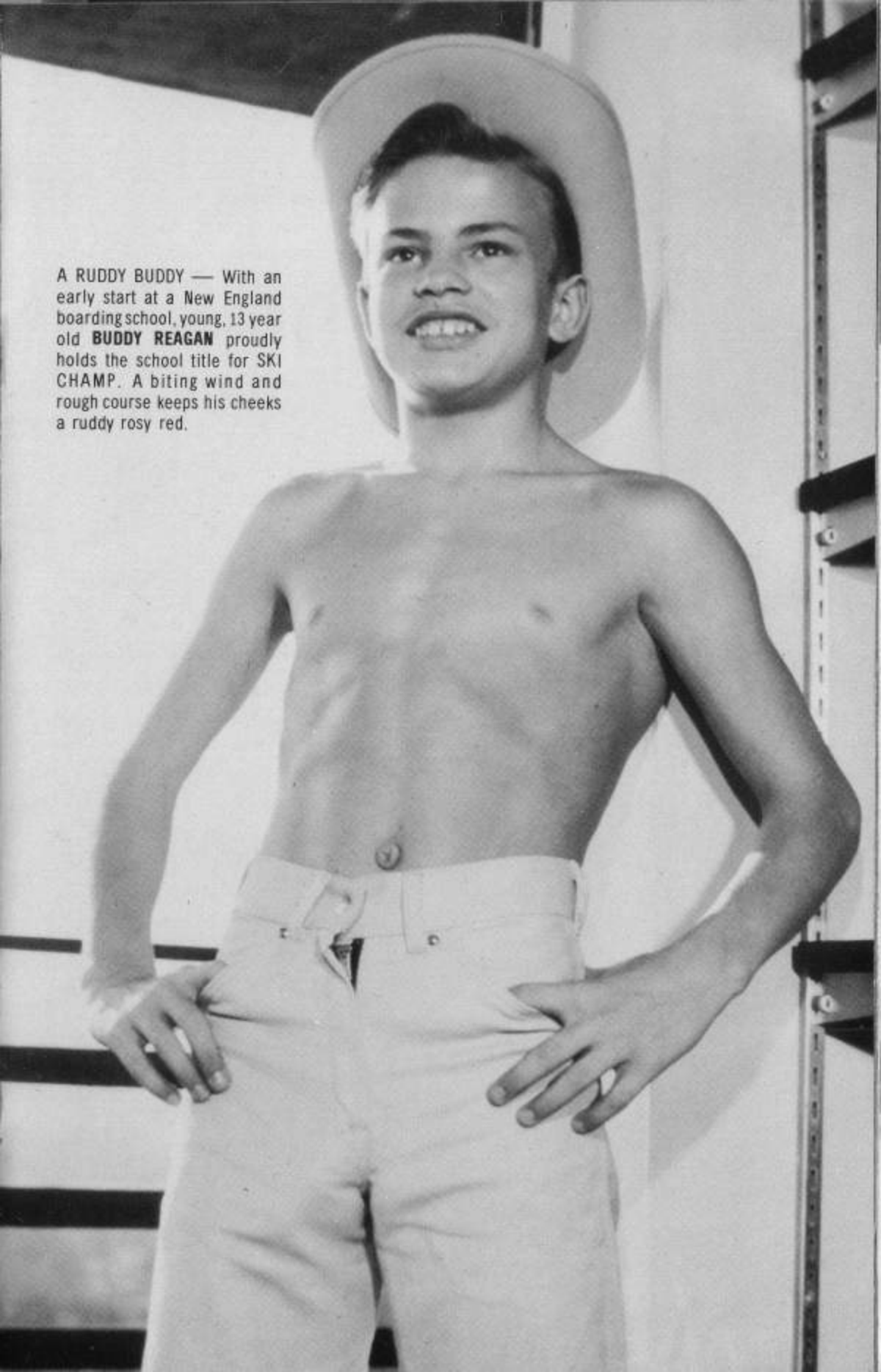


NEAR TO SEA, IS CHEROKEE — The direct descendant of a noble Chief, young bronzed **CHEROKEE** is leaving his native arid plains for the wide Atlantic. Close to draft age, he decided to ship out before they shaped him up.



VAULT WITH WALT — Pole vaulting isn't an easy sport, but lithe **WALT COVERT** finds the long pole to be a mighty challenge. He is the current contender for the Olympics at his hometown college.


WALT COVERT



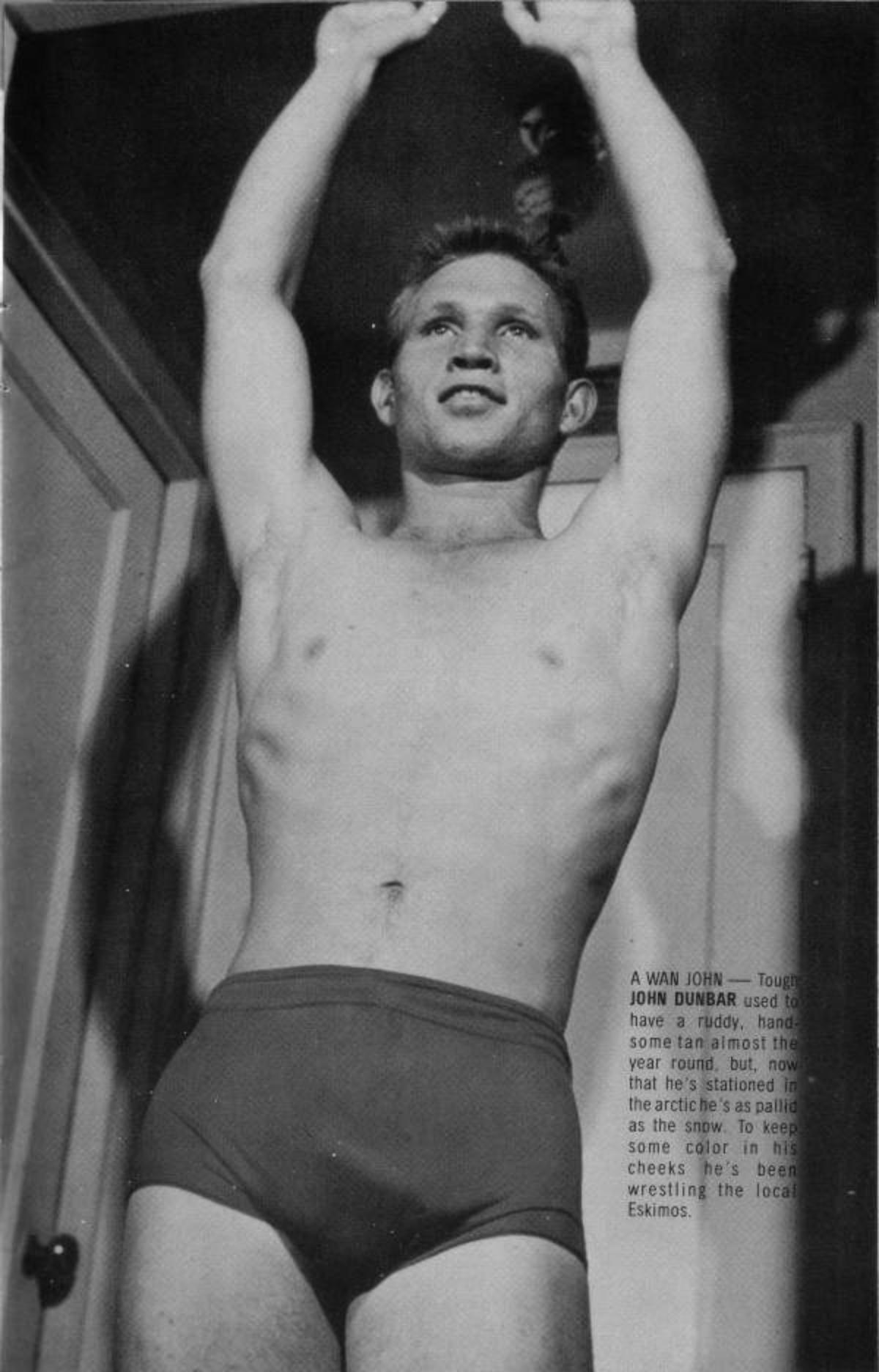
A RUDDY BUDDY — With an early start at a New England boarding school, young, 13 year old **BUDDY REAGAN** proudly holds the school title for SKI CHAMP. A biting wind and rough course keeps his cheeks a ruddy rosy red.

MONTE HANSEN

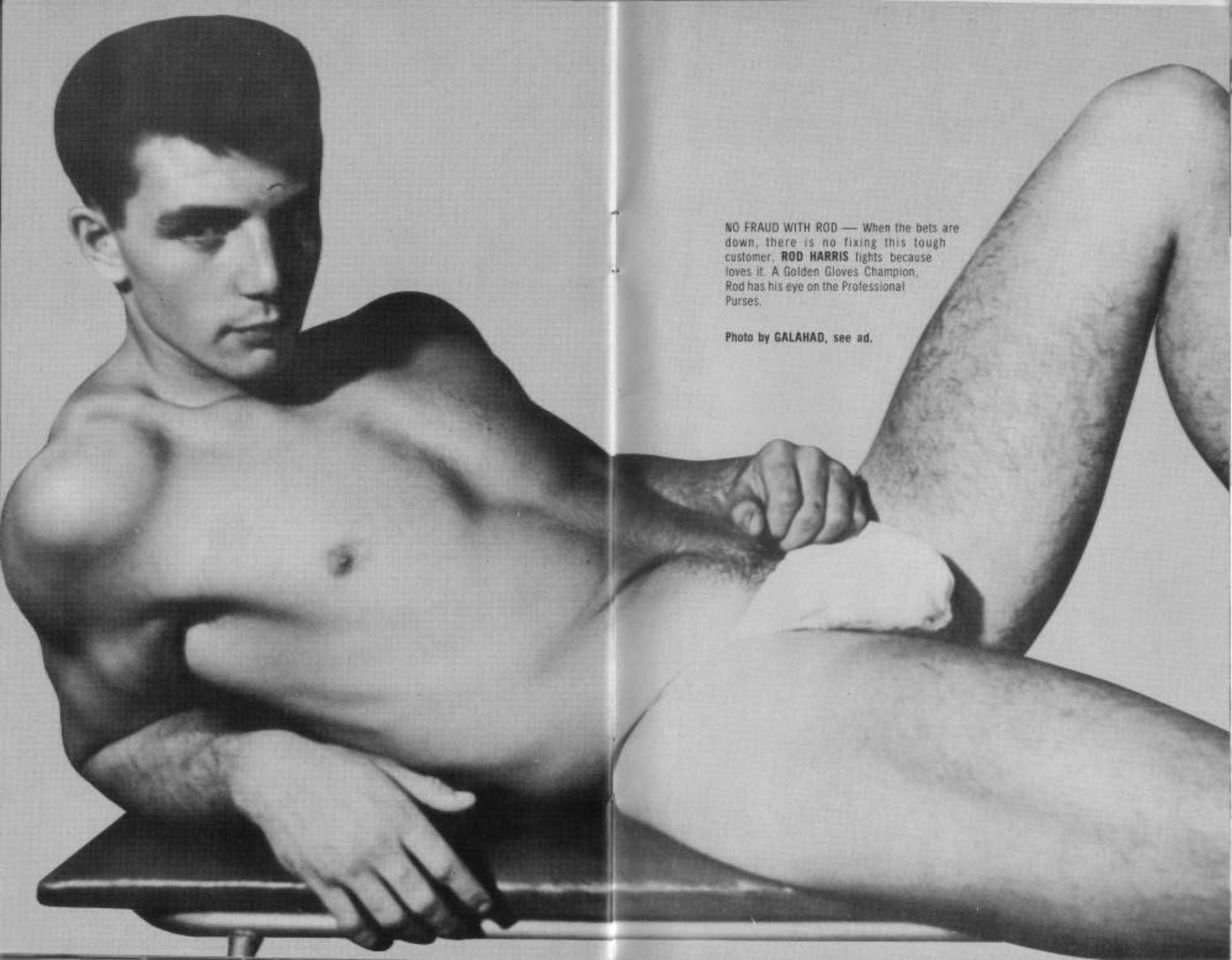
ANNOYED BOYD — YOUNG **BOYD GODDARD**'s rugged build should win him some top honours — and almost did, but he sprained his back pressing too much at one time.

K WITH DICK — Track is a great sport if you
behind, but with speedy **DICK STARK**, the
on doesn't stand a chance.

IT'S TEN FOR KEN — 17 year old **KEN ROYE** has just taken his tenth award for body-building, in his age class. One glance and it's easy to see why.

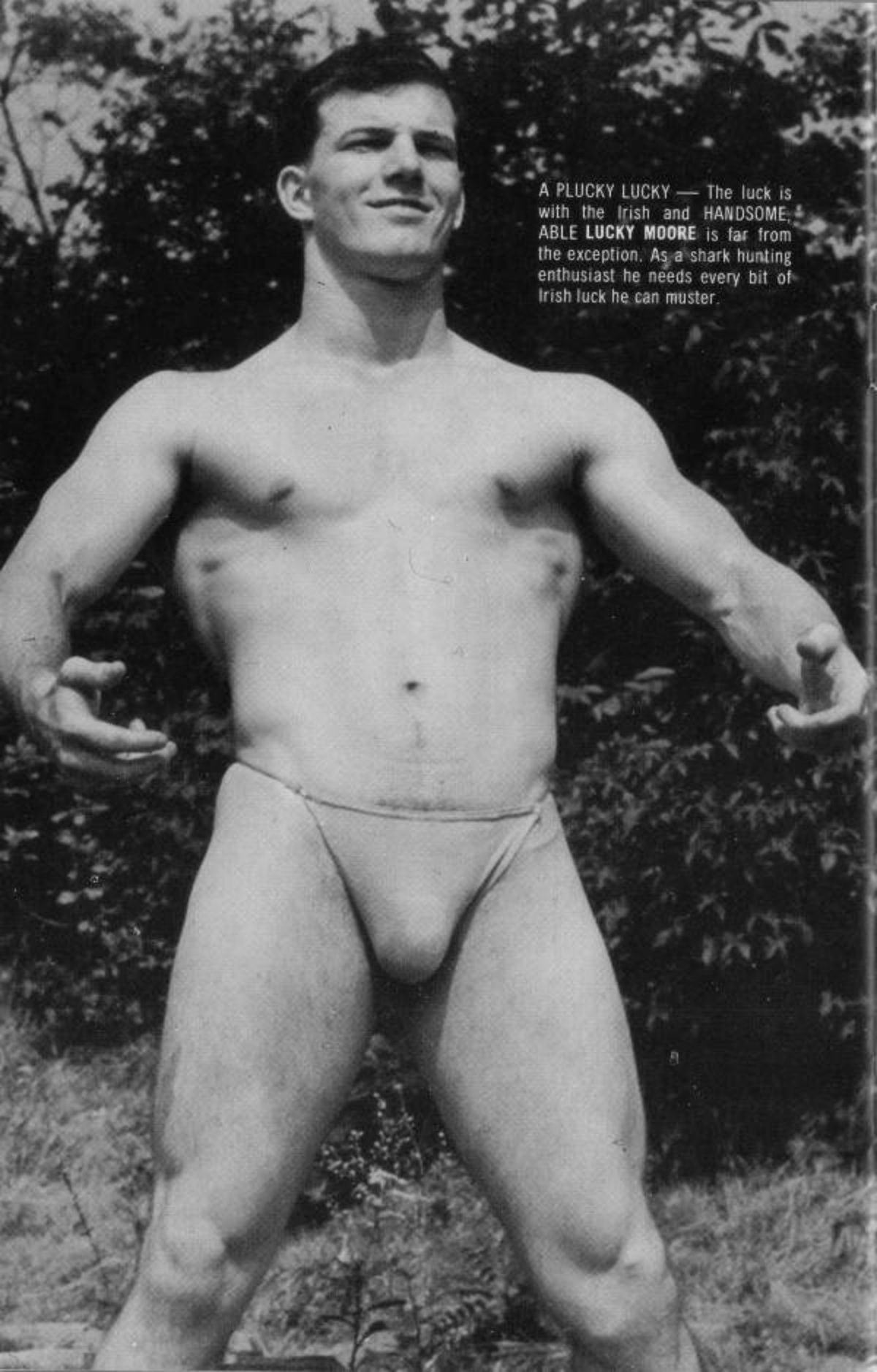


A WAN JOHN — Tough **JOHN DUNBAR** used to have a ruddy, handsome tan almost the year round, but, now that he's stationed in the arctic he's as pallid as the snow. To keep some color in his cheeks he's been wrestling the local Eskimos.



NO FRAUD WITH ROD — When the bets are down, there is no fixing this tough customer. **ROD HARRIS** fights because loves it. A Golden Gloves Champion, Rod has his eye on the Professional Purses.

Photo by GALAHAD, see ad.



A PLUCKY LUCKY — The luck is with the Irish and HANDSOME, ABLE **LUCKY MOORE** is far from the exception. As a shark hunting enthusiast he needs every bit of Irish luck he can muster.

BIGs EXERCISE

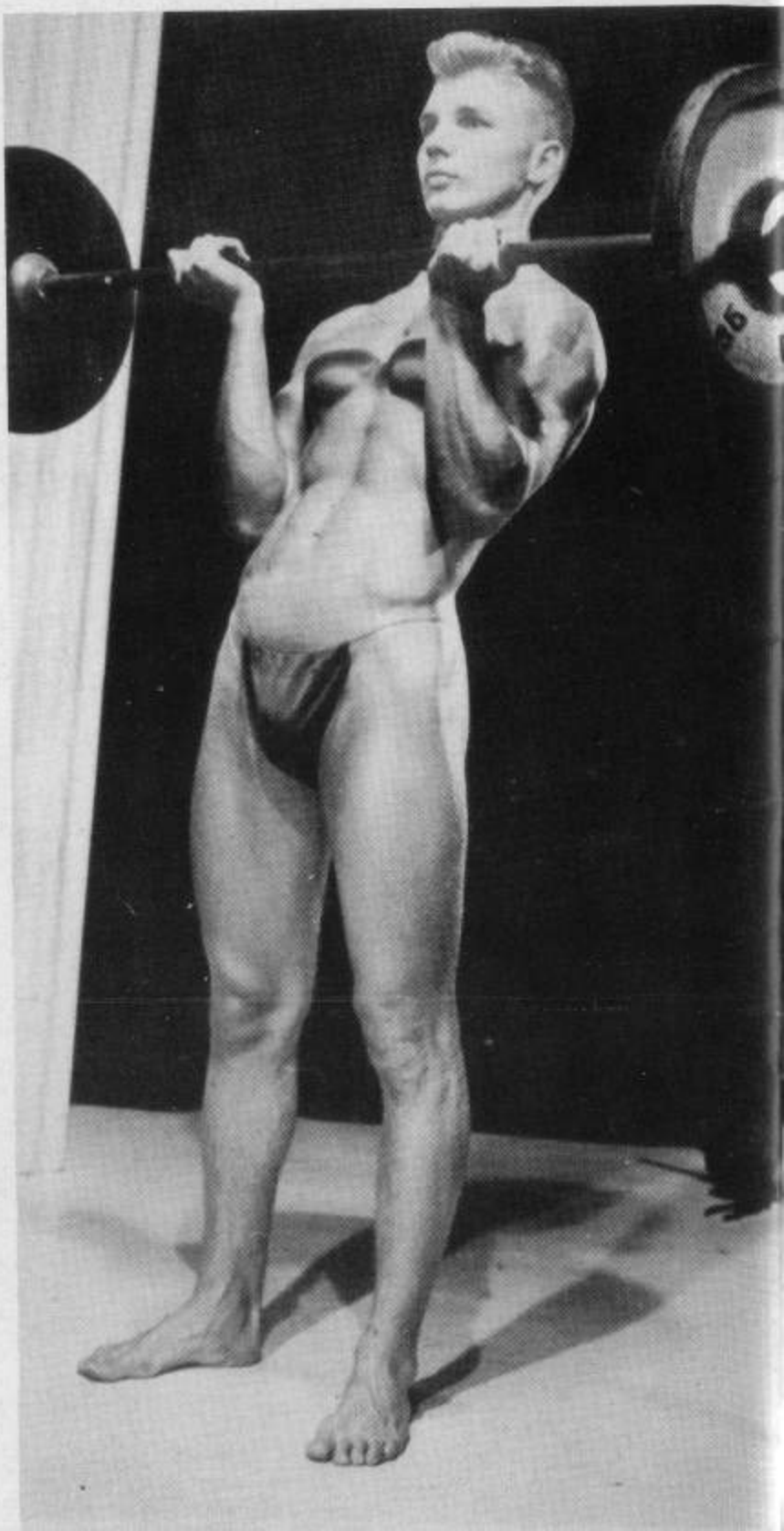
BY KERI LONG

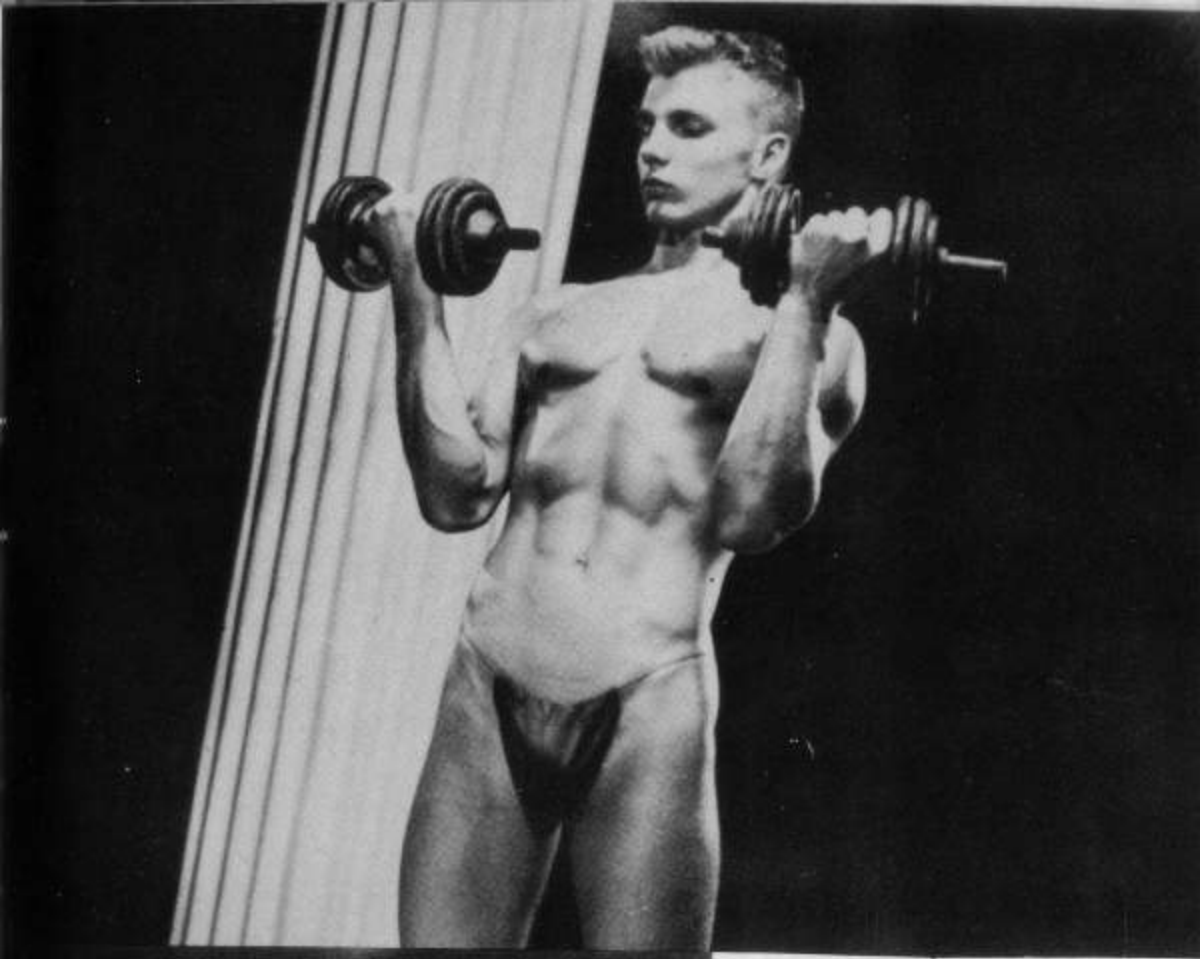
THE ARMS: With short-sleeve shirt season just around the corner, I've decided to give you a few tips on a couple of the most important muscles in any masculine physique. The arm muscles, biceps and triceps mainly, are considered the trademarks of any physique and probably of the entire physique world. With the right series of exercises for an **individual,** one can build arms which are simply "sculptured power." Here, in this article, I have presented several of the most dynamic arm builders known.

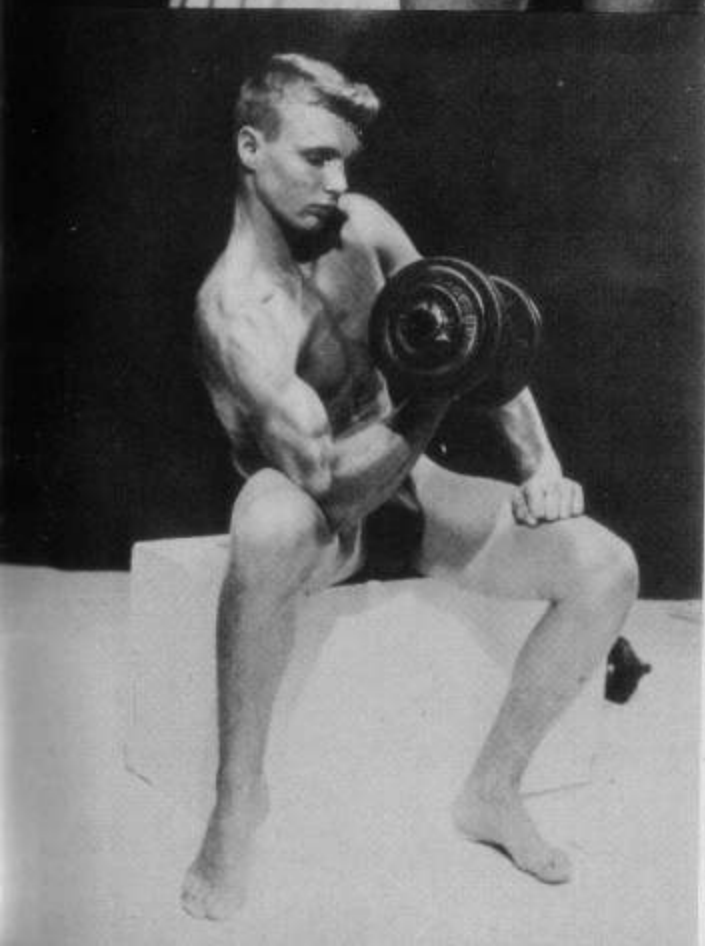
The first exercise is called "cheat curls." Done with a heavy barbell, the object of this exercise is to "bulk-up" the biceps. To begin, the barbell is held in an underhand grip at thigh level. Next, it is raised to the chest with an upward swing from the arms, shoulders, and back. Finally, it is lowered again to the starting position. One drawback to this exercise is that some body-builders tend to use too little weight and rely too much on the shoulder and back muscles to do the work. Remember, the object of this exercise is to work the bicep muscles of the arms.

Another exercise, which can be used for either bulk or definition depending on the weight, repetitions, and sets, is dumbbell curls. Holding a dumbbell in each hand in the same starting position as the above, you raise or curl one arm to the chest at a time. This exercise may be done either standing or seated depending on your preference. Personally, I think seated gives more benefit in that it prevents you from relying on your shoulders or back for help.

Next, for the more advanced body-builder, we have concentration curls. This exercise is designed specifically for definition and a high peak of the bicep. Sitting on the edge of a bench, crouch forward in a leaning position.





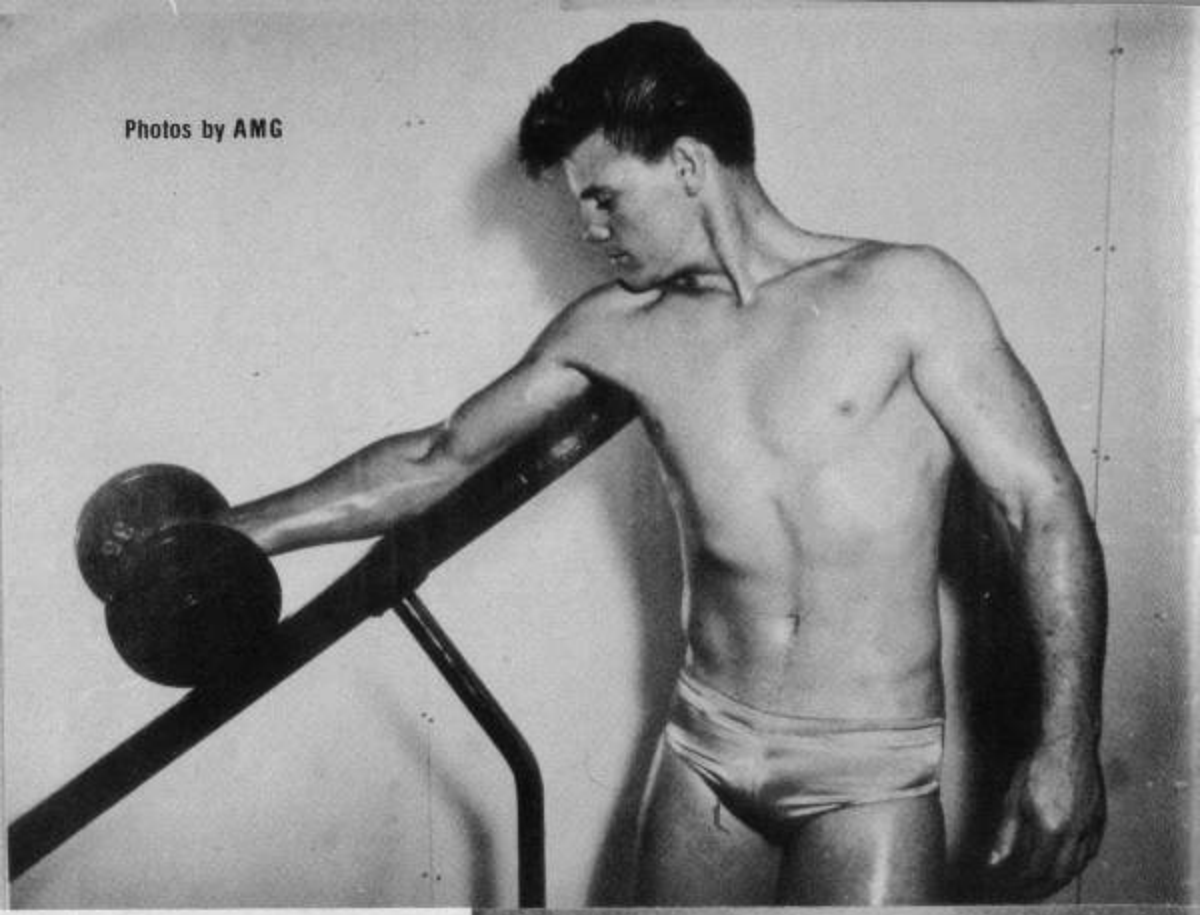


Next, you place the elbow of one arm on the same knee and the hand of the arm on the opposite knee. Now, with the back of the other arm resting on the forearm of the former, you lift a dumbbell from the floor and raise it to your chin. After a set, this is repeated for the other arm. A prime exercise for bicep definition, it derives its name from its position similar to the famous statue, The Thinker.

Another type of concentration curl, is that using an inclined board rather than the above position. Standing sideways at the head of an inclined board, you lay your near arm on the board palm upward. Next, you grip a dumbbell and curl it toward your shoulder. While still a definition builder, this exercise gives more body and breadth to the bicep than height.

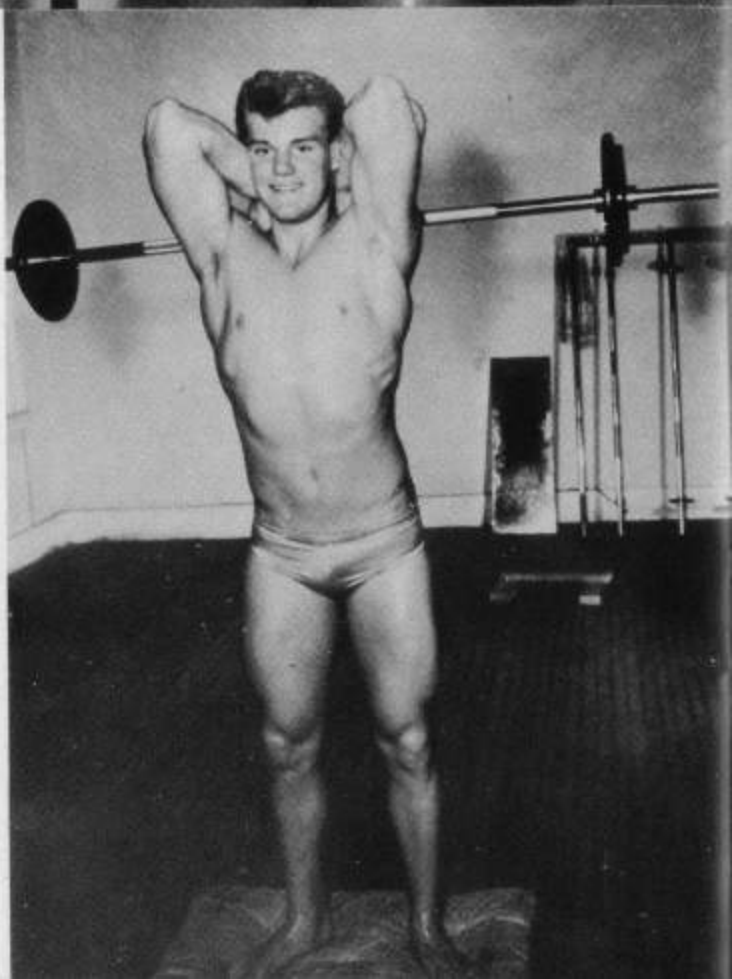
Hey, let's not forget the triceps, those important muscles on the back of our arms. Here is one good exercise for the triceps. Actually they don't need much more than that during a workout, because the triceps

Photos by AMG



are constantly being used in presses, rowing or almost any exercise you can think of, even curls. This exercise is called "French curls." It is done in the following way. First, you grip a fairly light barbell overhand with your hands about eight inches apart. Next, you raise the barbell over and behind your head. Now, you bend your elbows, lowering the weight behind your neck, and then straighten them again raising it over your head. This is both a fine bulk and definition builder. A variation of this is to do the same thing while lying prone on a bench.

Well, that winds it up for now. Try these tips I've given for building the arms; I think you'll like them and get satisfactory results from them. If you need some special assistance, write to me personally at the address in the advertising section of this magazine. To close now, a word to the wise: Don't let your arms down and they won't let your physique down. But remember, though they are probably the most noticed parts of a physique, don't over emphasize them. A well-balanced physique makes for a well balanced individual.



PICTORIAL FANTASIES

FABULOUS, PROVOCATIVE & COLORFUL PICTURE STORIES — of **CHAMPION**'S TOP MODELS

CHAMPION is pleased to announce the acquisition of all rights to the, as yet, UNPUBLISHED MATERIAL of the great GO GUYS Magazine.

THIRTEEN DELIGHTFUL, EXCITING AND **DIFFERENT** STORIES — **ALL** PACKED WITH NEW, HANDSOME, MUSCULAR, VIRILE MODELS. Each story **represents** a thousand words, BUT, THERE IS NO WRITTEN COPY — THESE STORIES ARE **ALL** MAGNIFICENT ILLUSTRATION — ACTION, ANTICS AND HELL-BENT HORSEPLAY in FULL LIVING COLOR calculated to move the viewer to a WORLD OF DYNAMIC EMOTIONAL ENTERTAINMENT.

Below is a single picture from each wonderful story, along with number of photographs available in each story set — plus prices.

1. READIN, RITIN & RASCALS
Peters, Goddard, Flynn, Reagan

2. ACRIMONY IN THE ACADEMY
Hansen, Jackson, Steury, Matthews

4. TEXAS STRANGERS
Matthews, Steury

5. HAZARDOUS HOLIDAYS
Holm, Knight

3. DOUBLE DATE — DOUBLE CROSS
Ferguson, Trevor

7. 3 DAY PASS
Eastmann, Conway

8. BARELY BEARSKIN
Cherokee, Jackson, Clarke, Schaft

6. PARTY'S OVER
Kent

9. COUNTRY HAND
Stud, Holt

11. FILMSTRIP
Sterling

12. AN EYE FOR AN EYE
Roye brothers

13. SHOWER ROOM
Dick Stark & 3 Team-Mates

10. HOLDUP ON THE RIO GRANDE
Hansen, Matthews, Cherokee, Jackson

STORY PRICE CHART

Story No.	Number of Chapters	Number of Photos per Chapter	Price of Each Story Chapter 35mm COLOR SLIDES	Price of Each Story Chapter 3½ x 5 COLOR PRINTS
1 & 2	2	10	$10.00	$12.00
3 & 4	2	6	6.00	7.00
5, 6 & 7	1	6	6.00	7.00
8, 9 & 10	1	8	8.00	9.00
11, 12 & 13	1	12	12.00	14.00

NOTE: 25% DISCOUNT to customers ordering all THIRTEEN Stories, at once.
10% DISCOUNT to customers ordering any SIX Stories, at once.

YOU CAN ORDER THE ABOVE — NOW, or you can write for the CHAMPION STORY CATALOG for ONLY 50¢, which describes each story in detail. See excerpts from these great stories elsewhere in this BIG issue.

CHAMPION, P.O. Box 39, Old Chelsea Station, 217 West 18th Street, New York, NY 10011

your choice / samples available of ANY and EVERY model below!

STORIES* Send 50¢ for the **FABULOUS, NEW CHAMPION STORY CATALOG. TWELVE** delightful, exciting and different **Stories,** featuring **CHAMPION MODELS — ALL** Picture Stories — no written copy. See excerpts from these great stories, elsewhere in this issue.

CHAMPION presents: **NEW** General Selector Catalog Featuring **LIVING COLOR** for only $2.00. Handsome models in hundreds of unique poses. Guarantee: **FAST, ONE WEEK SERVICE, TO YOU!**
(All mail sealed in plain wrapper sent First Class)

DETACH HERE

- ☐ Ken Roye
- ☐ Stud
- ☐ Jim Stryker
- ☐ Lucky Moore
- ☐ Hayden West
- ☐ Rob Roye
- ☐ Lance York
- ☐ Dick Stark
- ☐ Bill Ferguson
- ☐ Walt Covert
- ☐ Dean Roberts
- ☐ Cherokee
- ☐ Clif Dollard
- ☐ John Dunbar
- ☐ Chad Morgan
- ☐ Fred Frandac
- ☐ Boyd Goddard
- ☐ Monte Hanson
- ☐ Guy Towers
- ☐ Ernie Matthews
- ☐ Noel Peters
- ☐ Bud Clarke
- ☐ Roger Dixon
- ☐ Mark Sterling
- ☐ Roger Kent
- ☐ David Knight
- ☐ Sven Holm
- ☐ Ace Dancer
- ☐ Bruce MacNeill
- ☐ Ramrod
- ☐ Joe Cali
- ☐ Chuck Tomlinson
- ☐ Carmen Cacopardo

CHAMPION, P.O. BOX 39, 217 WEST 18th STREET, NEW YORK CITY 11, N. Y.
Send: Selector Catalog only $2.00 with Choice of Sample and Model.

☐ 3½" x 5" RADIANT Color Print ☐ 35mm LIVING COLOR Slide
(Add $1.00 for each additional sample)

☐ Please check. I want the Extra Service in the future of having all NEW model catalogs mailed to me FREE!

NAME _____
(please print)

ADDRESS _____

CITY _____ **ZONE** **STATE** _____
(Please add 25c for Air Mail)

BUILD A BETTER BODY (IN JUST MINUTES A DAY)

COURSES DESIGNED FOR THE MASCULINE MALE

— — 3 Power-Packed courses to choose from — —

1. **TRIM & VIM** • Designed for the business or professional man with a tight schedule. In just a few minutes a day you can train to keep fit and slim while enjoying a new PEP and Vitality.
2. **MUSCLE & POWER** • Tailormade for the weight-lifter and body-builder. Includes proven exercises and techniques used by the world's greatest physique stars.
3. **SHAPE UP** • Professionally keyed to insure the athlete tip-top form and performance. Important conditioners PLUS helpful drills for particular sports.
4. **SPECIAL** • An individualized service with **KERI LONG** as YOUR personal trainer. Keri will custom-design a program JUST FOR YOU.

Take advantage of this unique offer, NOW. Single Course ONLY $7.00. Any TWO for ONLY $12.00. ALL THREE programs at a low $16.00.

Write to: KERI LONG, P. O. Box 533, Montclair, New Jersey

GALAHAD

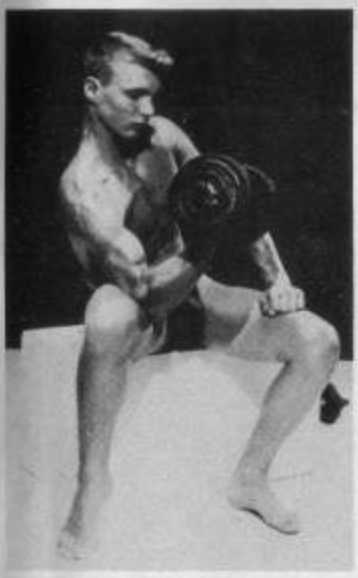
presents

ROD HARRIS

CATALOG AVAILABLE FOR $1.00

12 4x5 Prints . . .	$3.00	8x10 Prints	$1.00 Each
12 5x7 Prints . . .	$6.00	Set of 6 35mm Color Slides . .	$3.50

GALAHAD, P.O. Box 239, Village Station, New York, New York 10014



AMG

PRESENTS

DAVE WILER & SANFORD ALCORN

Available from AMG NOW. Sets of 12 4x5's, each in black & white, $3.00 per set.

Send $5.00 for over 350 5x8 pages from the **PHYSIQUE PICTORIAL** collection of physique photos, drawings and movies.

Also send only 10¢ for AMG's Bulletin — 8 pages of physique photos and films.

ATHLETIC MODEL GUILD
1836 West 11th Street
Los Angeles 6, CALIFORNIA

FRONTIER BOYS

A new catalog for the discriminating collector—8 handsome young men, 13-18 years of age. Every picture, every pose vitally charged with the exciting reality of the provocative teenager.

Send $2.00 for sample **COLOR** print and catalog featuring all 8 models.

RICKY FLYNN

JOE PARR

TOMMY DRAKE

VINCE VITALE

ALAN WHYTE

DANNY DEE

JOHN DEITER

BUDDY BAKER

FRONTIER BOYS
P.O. BOX 3533
GRAND CENTRAL STA.
NEW YORK, 10017
N. Y.

Enclosed find $_____ for Frontier Boys catalog and sample print.

NAME _____
(Please Print)

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** ____

THE BIG VIEW

THE BIG WINNER

It's a photo-finish for **BIG**....NOW, the leading seller in the physique magazine field. AND NO WONDER....**BIG** offers the real **CLOSE-UP** look; not an inch of space wasted; every page, from top to bottom, side to side, PACKED WITH SOLID MUSCLE AND VIRILE MALE HANDSOMENESS. **ORDER NOW....DON'T WAIT....BE POSITIVE**—let **BIG** come to you **DIRECT.** DON'T MISS ONE SINGLE VIBRANT ISSUE....**SUBSCRIBE** TODAY. **AND NOW,** ALSO from the publishers of **BIG** bi-monthly — **THE BIG ANNUAL.** Available in both SUMMER and WINTER Issues. The **BIG ANNUAL** offers a **FESTIVAL** OF BEAUTIFUL, MASCULINE MANHOOD, ENTICINGLY AND PROVOCATIVELY PHOTOGRAPHED — Presented in BREATHTAKING **COLOR** and DRAMATIC **BLACK AND WHITE** — NEARLY **200** DRAMATIC, DYNAMIC ILLUSTRATIONS, OVER **70** PICTURE-PACKED, INSPIRING PAGES — in **EVERY** issue.

SO, GET ON THE BIG BANDWAGON and order your SUBSCRIPTION TO THE **BIG bi-monthly** and copies of the **BIG ANNUAL** — BOTH OFFER old favorites, NEW FACES — a complete and terrific range of **magnificent models and subjects,** calculated and **guaranteed** to excite the imagination.

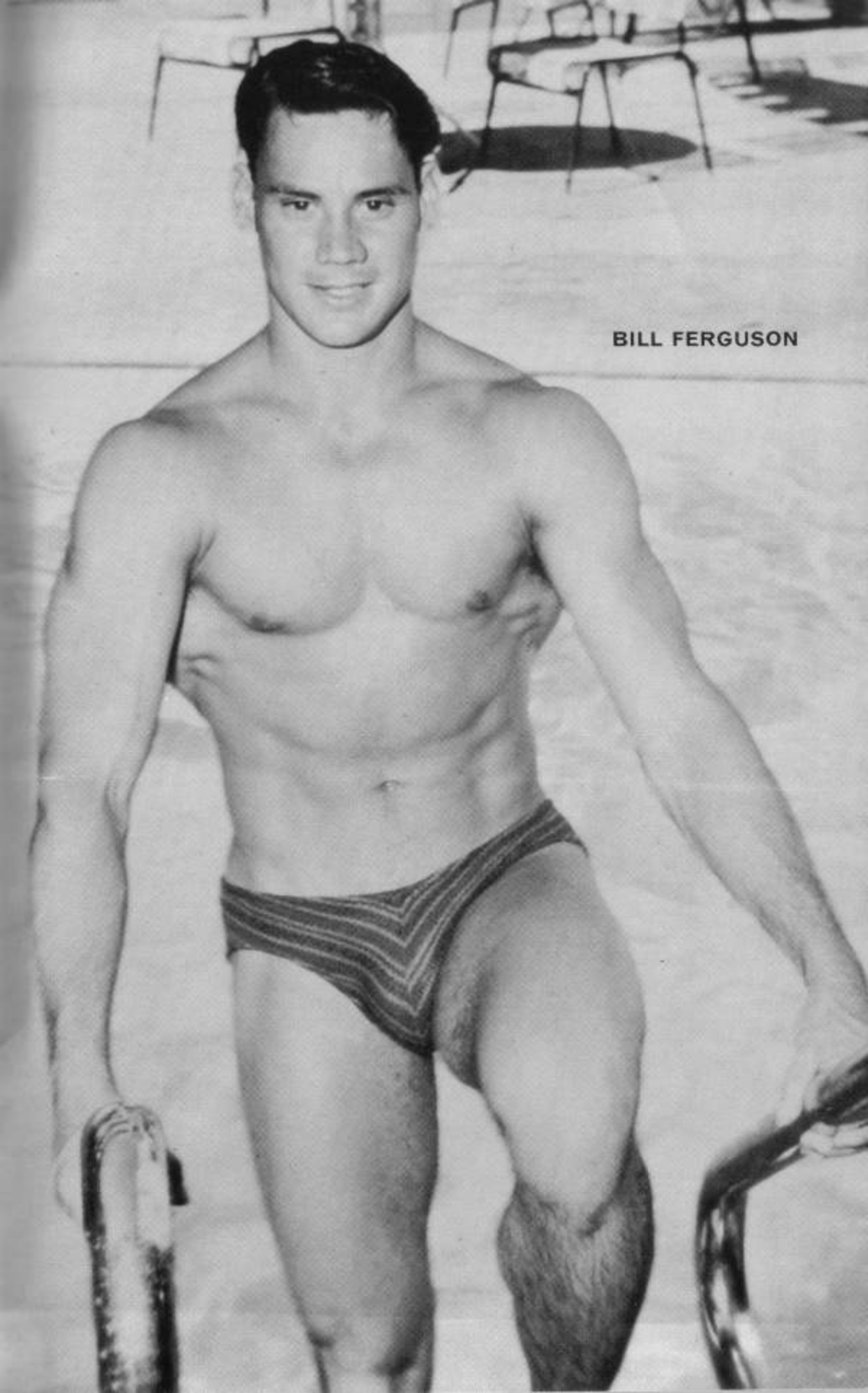
BIG MAGAZINE
P. O. BOX 3255
GRAND CENTRAL STATION
NEW YORK CITY 17, NEW YORK

Please enter my subscription to **BIG.** Enclosed is $6.00 for the next 12 issues to be mailed to me every other month, in sealed, plain wrapper. Foreign readers, with the exception of those living in Canada or Mexico, will please add $2.00 to the above rates.

Enclosed, also, find $..... for ..... copies of the **BIG ANNUAL.** (Copies are $1.00 each). I enclose ☐ 10¢ for THIRD CLASS / ☐ 25¢ for FIRST CLASS.

NAME ..... ADDRESS .....

CITY ..... STATE ..... ZIP .....


BILL FERGUSON

SVEN HOLM
JIM STRYKER
DAVID KNIGHT